



WXYZ

ORDER

Print Date 11/12/12

Page 1 of 3

Flight Dates **11/01/12-11/06/12**

Contract / Revision **316473 /**

Original Date / Revision
10/31/12 11/01/12

Advertiser **Americans for Prosperity**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Americans For Prosperity

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **102**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	21	\$134,640.00	\$158,400.00	0.00	10/29/12	11/06/12	21	\$134,640.00	\$158,400.00
Totals	21	\$134,640.00	\$158,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	11/01/12	11/02/12	5am News M-F 5am News M-F	CM	5-6am M-F	---TF--	1:00	2	\$2,750.00	FX	0.00	NM	2	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					2	\$2,750.00		0.00			
N 2	WXYZ	11/05/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	MT-----	1:00	2	\$2,750.00	FX	0.00	NM	2	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$2,750.00		0.00			
N 3	WXYZ	11/05/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MT-----	1:00	1	\$7,000.00	FX	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Print Date: 11/12/12

Page 2 of 3

Contract / Revision **316473** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **Americans For Prosperity** Estimate # **102**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	11/05/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MT-----	1:00	1	\$7,000.00	FX	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$7,000.00		0.00			
N 4	WXYZ	11/01/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	---TFSS	1:00	2	\$20,000.00	FX	0.00	NM	2	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TFSS					2	\$20,000.00		0.00			
N 5	WXYZ	11/01/12	11/02/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	---TF--	1:00	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					2	\$3,000.00		0.00			
N 6	WXYZ	11/02/12	11/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	----F--	1:00	1	\$6,000.00	FX	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$6,000.00		0.00			
N 7	WXYZ	11/05/12	11/06/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MT-----	1:00	1	\$7,500.00	FX	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$7,500.00		0.00			
N 8	WXYZ	11/05/12	11/06/12	12-1pm M-F 12-1pm	CM	12-1pm	MT-----	1:00	1	\$7,500.00	FX	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$7,500.00		0.00			
N 9	WXYZ	11/02/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	M--F--	1:00	1	\$7,400.00	FX	0.00	NM	1	\$7,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M--F--					1	\$7,400.00		0.00			
N 10	WXYZ	11/03/12	11/03/12	SA 10-11am News Spec SA 10-11am News	CM	10-11am	-----S-	1:00	2	\$5,000.00	FX	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$5,000.00		0.00			
N 11	WXYZ	11/04/12	11/04/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	1:00	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$3,000.00		0.00			
N 12	WXYZ	11/04/12	11/04/12	SU 12-1pm News Spec SU 12-1p News	CM	12-1p	-----S	1:00	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$3,000.00		0.00			
N 13	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	1:00	1	\$6,000.00	FX	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$6,000.00		0.00			
N 14	WXYZ	11/04/12	11/04/12	Sunday Prime D Sunday Prime D	CM	10-11pm Sunday	-----S	1:00	1	\$31,000.00	FX	0.00	NM	1	\$31,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$31,000.00		0.00			
N 15	WXYZ	11/04/12	11/04/12	Ford Lions Report Live Ford Lions Report Live	CM	Various	-----S	1:00	1	\$10,000.00	FX	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Page 3 of 3

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Hiatus Dates

Original Date / Revision 10/31/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **Americans For Prosperity** Estimate # **102**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N15	WXYZ	11/04/12	11/04/12	Ford Lions Report Live	CM	Various	-----S	1:00	1	\$10,000.00	FX	0.00 NM	1	\$10,000.00	
				Ford Lions Report Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-----S	1		\$10,000.00		0.00							
													Totals	21	\$158,400.00